

# MOVING FORWARD TOGETHER

## IMPACT REPORT 2021

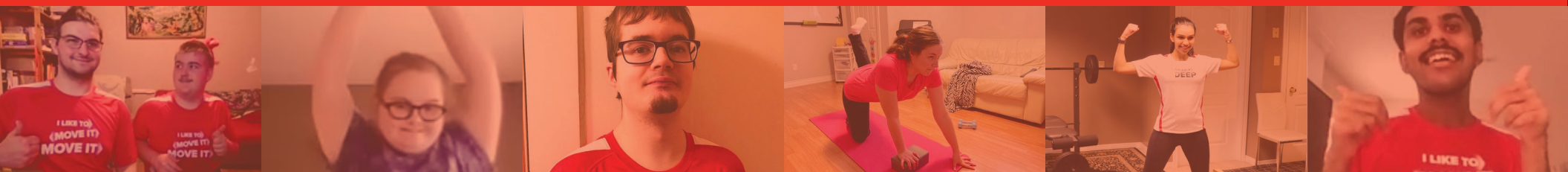
GoodLife  
**KIDS**  
FOUNDATION®





# OUR VISION

Kids and youth with autism and intellectual disabilities have **equal opportunities** to **experience** the **joys** and **benefits** of **being active.**





# A Special Note



I believe everyone should have the  
right to access fitness for their health.  
It's just part of living a good life.

*- David 'Patch' Patchell-Evans*

# MESSAGE FROM THE BOARD OF DIRECTORS

## With your support, we've been able to MOVE forward.

GoodLife Kids Foundation continues to focus on enabling and supporting kids and youth with autism and intellectual disabilities, by delivering the MOVE by GoodLife Kids program. In 2021, over 120 youth regularly participated in MOVE - building confidence, social connections and healthy active lives. Offered as a virtual program, MOVE is accessible to youth in both rural and urban communities, and it is offered free to families.

With the support of our incredible partners and donors, more MOVE programs are now being offered - more youth are experiencing the joy and benefit of being active.



Keith Trussler,  
President, Board of Directors



Lisa Burrows,  
Executive Director



"Tonight before class Julianna told me she wished that class happened every night of the week - she even likes the exercises more than dancing. This from one who usually doesn't enjoy physical activity. Thanks for all you do to make fitness accessible and fun for the participants in the class and their families!" - parent of MOVE participant



The background of the page is a photograph. On the left, a woman with glasses is smiling. On the right, a young girl with glasses and a red shirt is looking towards the camera. The shirt has the text 'I LIKE TO MOVE' printed on it. The word 'MOVE' is in a large, red, dotted font.

# MOVE

*by GoodLife Kids*

Rhonda says she loves seeing the excitement on her daughter Tamara's face prior to and during her MOVE class.

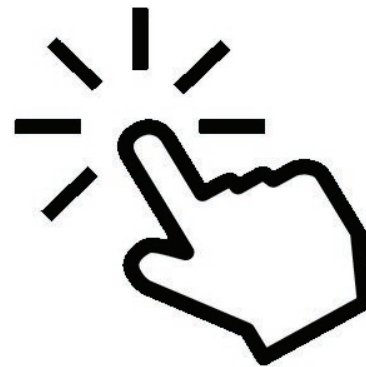
“She is excited to be doing exercises. MOVE has taught Tamara the importance and fun one can be having while doing physical activity and fitness with friends. I even join in on the dance part. Our favourite is the chicken dance!”

[Click here to read about Tamara's experience.](#)



# THE PARTICIPANTS

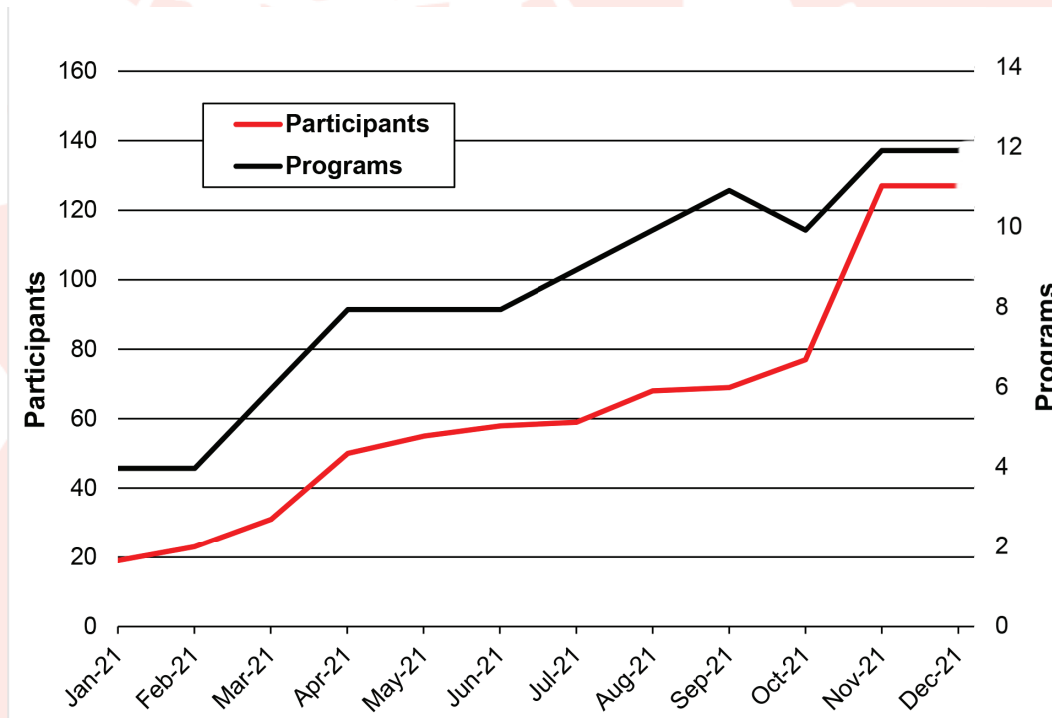
**MEET SOME OF OUR MOVE BY  
GOODLIFE KIDS PARTICIPANTS!**



# MOVE CONTINUES TO GROW

January 2021 -  
19 MOVE participants

December 2021 -  
127 MOVE participants



Number of virtual MOVE programs are continuing to increase at a steady rate of 1 to 2 new programs per month

In 2021, there were 1,124 classes offered to youth with autism and intellectual disabilities.

To date, MOVE participants are located in: Ontario, Saskatchewan, Alberta, British Columbia, Nova Scotia, Newfoundland and Labrador.

Participants and program numbers continue to grow, as more youth and their families learn about MOVE and experience the joy and value of the program.

# OUR COMMUNITY



**GoodLife**  
**FITNESS.**

GoodLife Fitness Associates and Members are vital to the heart and soul of the GoodLife Kids Foundation.

Associates and Members embraced MOVE by GoodLife Kids, through their support of our 2021 national event, **The Great Activation.\***

*GoodLife Kids Foundation is grateful for the GoodLife Fitness Team of Associates and Community of Members who continue to live the values of care, passion and commitment in reaching more kids and youth with autism and intellectual disabilities through physical activity and fitness.*

\* In 2022, this event is called MOVE 4 Kids.  
For more information on this event, [click here.](#)



# PARTNERS IN MOVEMENT

MOVE by GoodLife Kids has been able to grow and reach more youth and families through our program partners. Thank you to our Partners in Movement for providing more ways for youth with autism and intellectual disabilities to build confidence, connections and healthy active lives.



# THE PARTNER EXPERIENCE

“What is really important when we are evaluating what will be a fitting partnership program, is if the participants have the ability to ask for support, accommodation and determine what success looks like for themselves and their loved ones in the program. Offering MOVE by GoodLife Kids virtually, provides this opportunity.”

- Brock Sheppard, Program Manager, Autism BC



“I can go on and on about what I personally love about MOVE but from an organizational perspective, it’s an opportunity for the families that we work with. That opportunity for families to have access to a specialized program is invaluable. From the perspective of kids and youth to be active - to have something special on their calendar is crucial.”

- Alexandria Fischer, Community Relations, Family Respite Services (Windsor/Essex)





# CHAMPIONS OF MOVEMENT

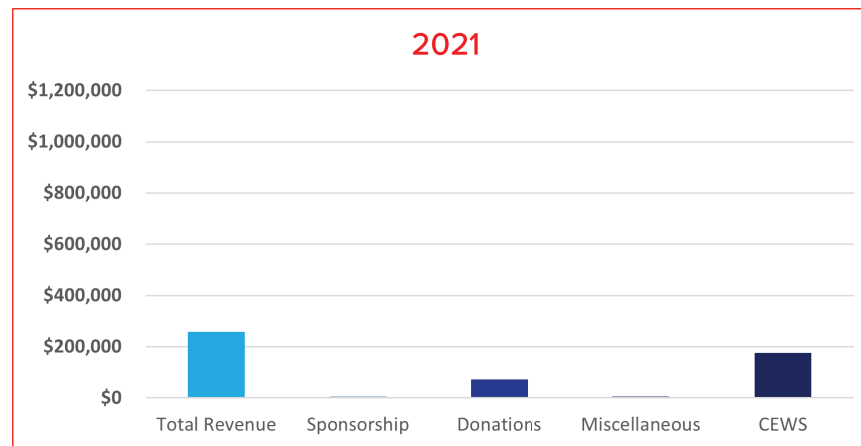
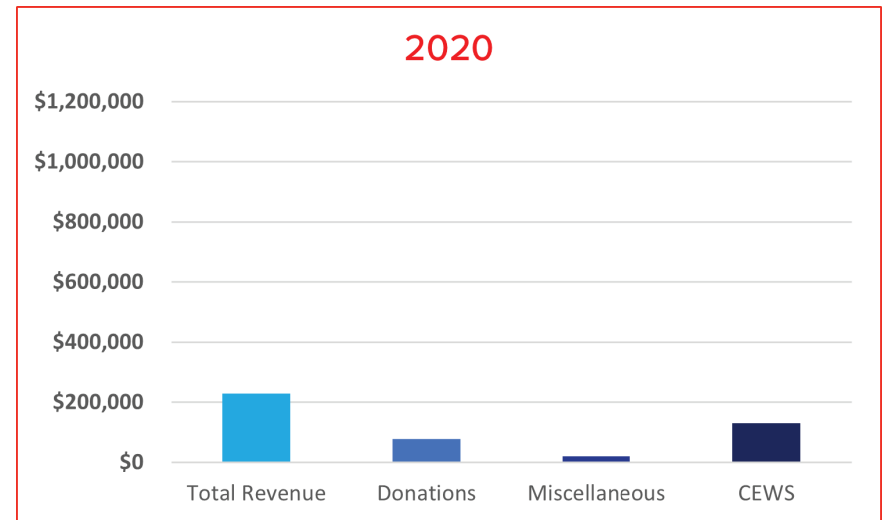
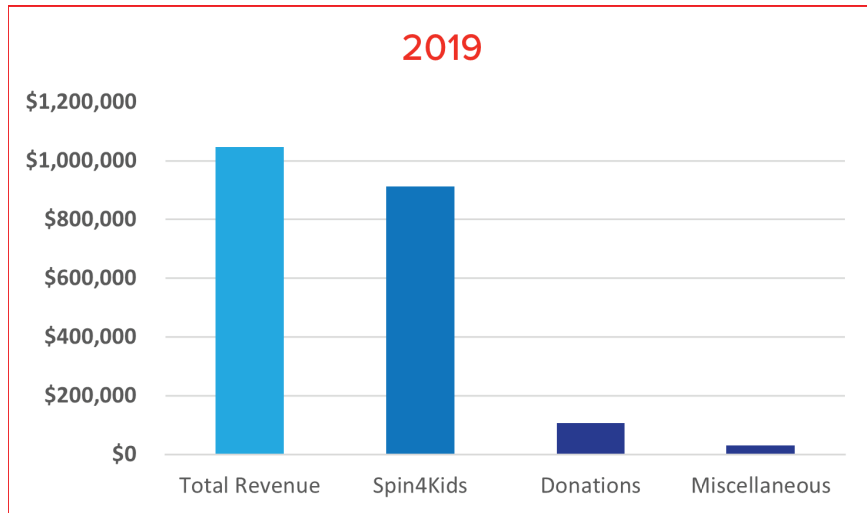
Thank you to our Champions of Movement for providing support this past year through grants, donations, sponsorship and professional services. These invaluable contributions enable more youth with autism and intellectual disabilities to have access to physical activity and fitness.



# FINANCIAL SUMMARY

## Where The Funds Came From

In 2021, the majority of the funds received were through the Government of Canada - Canadian Emergency Wage Subsidy (CEWS). The main focus of the national fundraising event (The Great Activation) was to build awareness and introduce the MOVE by GoodLife Kids program to Associates and supporters.



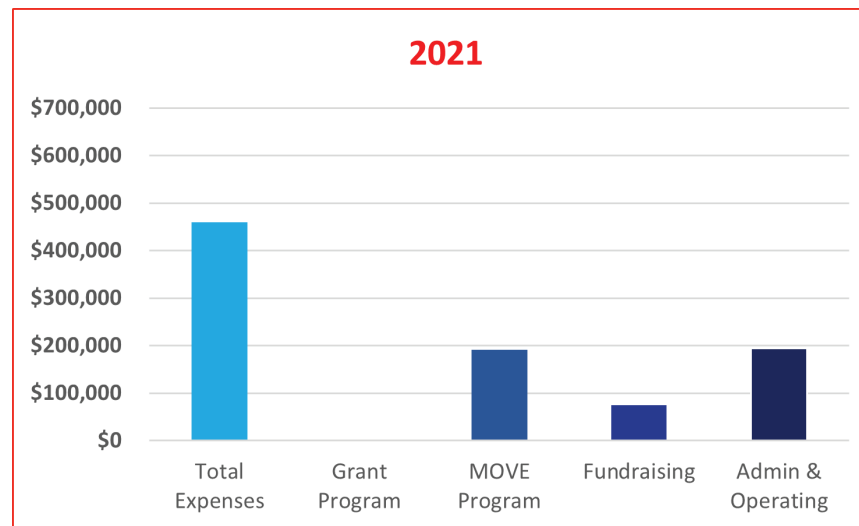
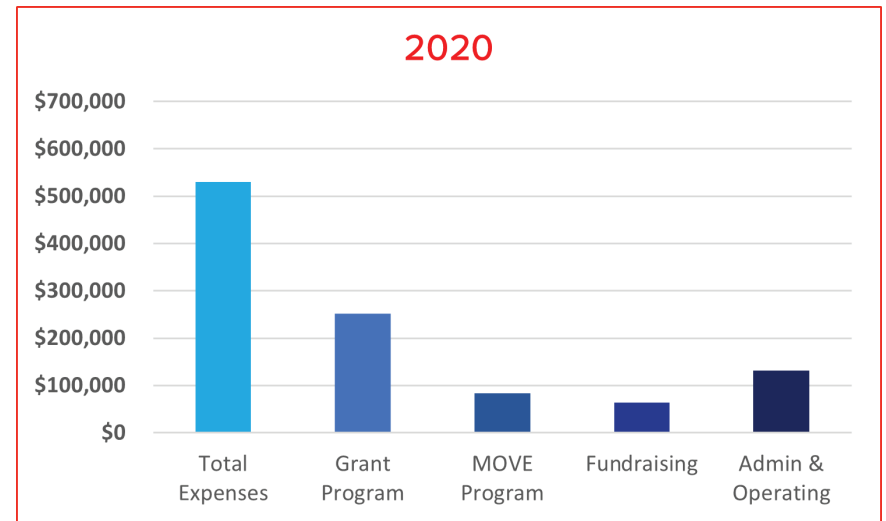
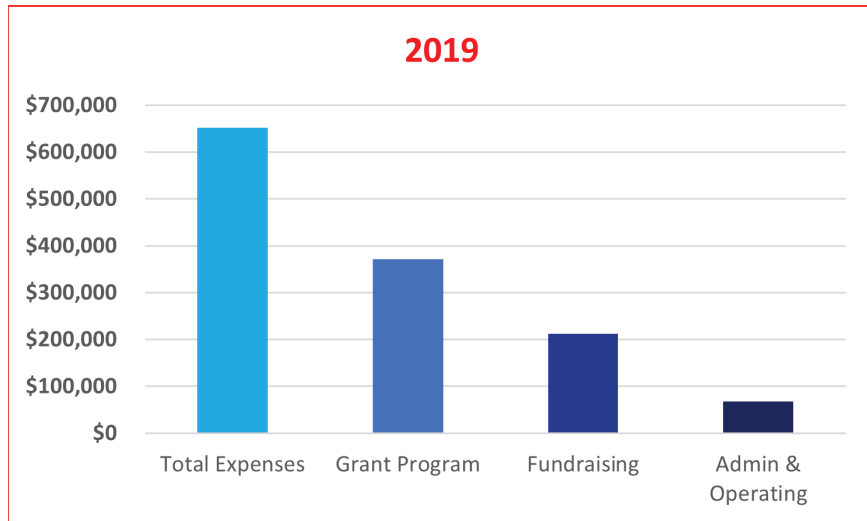


# FINANCIAL SUMMARY

## Where The Funds Go

In 2021, funds were used to grow MOVE by GoodLife Kids program. Due to the pandemic, GoodLife Fitness had to pause providing funds to cover the administrative and operating expenses of the GoodLife Kids Foundation for a period of time. *NOTE: GoodLife Fitness has provided significant funding to support GoodLife Kids Foundation over the years and resumed this funding in December of 2021.*

The Grant Program continues to be on pause since March 2020.



# LEADERSHIP AND GOVERNANCE

## GoodLife Kids Foundation Board of Directors as of December 31, 2021

### Founder

**David Patchell-Evans**

*Founder & Chief Executive Officer, GoodLife Fitness*

### President

**Keith Trussler**

*Lawyer, McKenzie Lake LLP*

### Vice President

**John Muszak**

*Marketing Professional*

### Secretary

**Julie Pontes**

*Senior Director, Member Experience, GoodLife Fitness*

### Treasurer

**Zena Nurse**

*Manager, General Accounting, GoodLife Fitness*

### Directors

**Tammy Brazier**

*Vice President, Partner & External Relations, GoodLife Fitness*

**Catherine Jackson**

*Communications Professional*

**Silken Laumann**

*Olympian, Inspirational Speaker & Author*

**Kelly Musovic**

*Senior Director, Reputation & Response, GoodLife Fitness*

**Mike Rathwell**

*Director, Operations, GoodLife Fitness*

### Leadership

**Lisa Burrows**

*Executive Director, GoodLife Kids Foundation*



# MOVING FORWARD



GoodLife  
**KiDS**  
FOUNDATION®

[goodlifekids.com](http://goodlifekids.com)



## GET INVOLVED!

Learn how you can participate, donate or become a partner.  
Sign up for our quarterly newsletters today!

Registered Charity Number: 89126 2628 RR001